Priorities Shift with Back to School

By Todd Mouw, president of ROUSH CleanTech



The pandemic has certainly altered the way kids will return to school for the 2020-21 school year. And that includes changes with school bus transportation.

Student transportation, the largest transit system in the country, has focused consistently on safety first. In today's world, the meaning of school bus safety has shifted. Usually, it means ensuring a safe ride for students, installing features like rollover protection and cross-view mirrors, and switching to clean fuels to reduce harmful diesel emissions. Safety priorities now are refocused to protecting the health of students and employees against the coronavirus.

Across the nation, school districts are implementing coronavirus task forces. They are sharing insights and strategies about the technology, supplies and programs that districts need to educate students during the pandemic. To help guide school districts, top school bus association representatives have created Student Transportation Aligned for Return to School (STARTS). Its purpose is to develop specific recommendations and best practices and resources that are useful to the school bus industry as it works to respond to the unprecedented challenges of school reopenings in the context of COVID-19.

As we all shift our priorities to meet daily demands, companies like ROUSH CleanTech are supporting their customers and continuing to innovate clean transportation technologies. We all want to get students back to school safely.

To learn more about ROUSH CleanTech's advanced clean transportation solutions, please visit ROUSHcleantech.com.



Todd Mouw is president of ROUSH CleanTech, an industry leader of advanced clean vehicle technology. Mouw has more than two decades of experience in the automotive and high-tech industries. As former president of the NTEA Green Truck Association, Mouw helped set standards in the green trucking industry. To learn more, visit ROUSHcleantech.com.